

Sung Wook Ji
Ph.D. Candidate (ABD)

Department of Telecommunications, Indiana University
1229 East 7th St., Bloomington, IN 47405
812 345 8210, Email: jis@umail.iu.edu

Education

- Ph.D. Major: Telecommunications, Minor: Business Economics & Public Policy July 2012
Indiana University at Bloomington, U.S.A.
Dissertation: *The Geographical Diffusion of Video Delivery Technology and its Policy Implications*
Committee: Professors David Waterman (Chair), Michael McGregor, Herb Terry,
& Haizhen Lin (from Business Economics)
- M.A. Telecommunication, Information Studies and Media 2005
Michigan State University, U.S.A.
Advisor: Steven Wildman
- M.A. Mass Communications, Sogang University, Korea 2003
Thesis: *A Study of the Experiential Consumption of Korean Sports Media*
Advisor: Yong-ho Chang
- B.A. Mass Communications (2001) & Religious Studies (2000) 2001
Sogang University, Korea
Thesis title: *A Study of Yellow Journalism in Korean Newspapers*

Research and Teaching Interests

Economics of Information and Media Industries

Media Management and Strategy

Media Policy

Diffusion of Communication Technology

Quantitative Research Methods

Publications

Waterman, D., and **Ji, S. W.** (Preliminary accepted). *Online v. Offline Media in the U.S.: Economic effects on content*. The Information Society.

Waterman, D., S. Han, and **Ji, S. W.** (2009). *Old Media vs. the Internet in the United States* in From Asia and Beyond. Proceedings of the 7th Annual Media Forum and the 2nd Asia City Forum, August, 2009, pp. 23-41.

Waterman D, **Ji, S. W.**, Rochet L, (2007). *Enforcement and Control of Piracy, Copying, and Sharing in the Movie Industry*. Review of Industrial Organization, Volume 30, No. 4.

Conference Papers and Presentations

Waterman, D., **Ji, S. W.** (2012) and Sherman, R. (2012). *Television Competition in the U.S.: Online vs. Offline*, National Chengchi University, Taipei, March 29, 2012.

Ji, S. W. (2012). *Diffusion of the new video delivery technology: Is there redlining in the IPTV service market?* Paper will be presented at the annual meeting of the International Communication Association (ICA), Phoenix, May, 2012 – **Best Student Paper Award**.

Ha, Jaesik, and **Ji, S. W.** (2012). *Selective Exposure on FOX, MSNBC and the Rush Limbaugh Program: Moderating Factors of Presidential Evaluation*. Paper will be presented at the annual meeting of the International Communication Association (ICA), Phoenix, May, 2012.

Ha, Jaesik, and **Ji, S. W.** (2011). *Partisan Selective Exposure and Presidential Evaluation: The Moderating Factors of the Attribute Priming Effect*. Paper presented at the annual conference of the Midwest Association for Public Opinion Research, November 18-19, 2011

Waterman, D., and **Ji, S. W.** (2011). *Online v. Offline Media in the U.S.: Economic effects on content*. Paper to be presented at the Research Conference on Communication, Information and Internet Policy (TPRC), Alexandria, VA, September 23-25, 2011.

Ji, S. W. (2011). *IPTV Redlining: Income-driven competition*. Paper to be presented at the annual conference of the Association for Education in Journalism & Mass Communication (AEJMC), Saint Louis, August 10-12, 2011.

Waterman, D., and **Ji, S. W.** (2011). *Digital Media Transition in the U.S.* presented at the International Expert's Workshop on Media and Content Industries, European Commission, IPTS, Sevilla, Spain, May 30-31, 2011.

Ji, S.W. (2010). *Is the Internet a Foe or Friend of Video Rentals?* Paper presented at the annual meeting of the International Communication Association (ICA), Singapore, June 22, 2010.

Waterman D., **Ji, S. W.**, and Rochet L. (2007). *Enforcement and Control of Piracy, Copying, and Sharing in the Movie Industry*. Paper presented at the Research Conference on Communication, Information and Internet Policy (TPRC), Alexandria, VA, September 29-30, 2007

Ji, S.W. (2007). *Piracy Impact on the Theatrical Movie Industry*. Paper presented at the annual meeting of the International Communication Association (ICA), TBA, San Francisco, CA, May 24-28, 2007.

Ji, S.W. (2006). *Theatrical Movie Impacts on the Consumption of Rental Video*. 7th World Media Economics Conference, Beijing, China, May 15-19, 2006.

Johannes M. Bauer, Qinxu Deng, **Ji, S. W.**, Chih-Hui Lai (2006). *Entrepreneurs, Policy-Makers, and Idealists: Wireless Broadband in the United States*. 15th Biennial Conference of the International Telecommunications Society, Beijing, June 12-16, 2006.

Papers in Progress

Waterman, D., **Ji, S. W.**, Sherman, R. (2012) *Aggregation, Offline/online Bundling, and Program Supply: An Economic Future of Online Commercial Television*, Paper submitted to the Research Conference on Communication, Information and Internet Policy (TPRC).

Ji, S. W. (2012). *The Effects of Cable Clustering on the Flow of Cable Programming Networks*, Paper submitted to the Research Conference on Communication, Information and Internet Policy (TPRC).

Ji, S. W. (2012). *Diffusion of Internet Protocol TV: Is Local Competition Limited to High-income Areas?*, Paper submitted to the Research Conference on Communication, Information and Internet Policy (TPRC).

Ha, Jaesik, and **Ji, S. W.** (2012). *Selective Exposure on FOX, MSNBC and the Rush Limbaugh Program: Moderating Factors of Presidential Evaluation*. Paper submitted to a peer-reviewed journal.

Waterman, D., **Ji, S. W.**, and S. Michaels (2011). *Electronic vs. Print Resources in College Level Courses: Economic and learning effects*. Funded by Grants-in-aid of Research & Creative Act, Indiana University at Bloomington (involved in the project as co-principal investigator).

Ji, S. W., and D. Waterman (2011). *Production Technology and Trends in Movie Content: An Empirical Study*.

Ji, S. W. (2007). *Piracy Impact on the Theatrical Movie Industry*.

Research Experience

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|-------------------------|---|
| Jan., 2011- present | Research Assistant for Professor David Waterman, Dept. of Telecommunications. |
| Aug. 2010- present | Research Assistant for Professor Haizhen Lin, Kelly School of Business. <ul style="list-style-type: none">• Involvement in a health economics project: constructing the database related to health economics studies. |
| Aug., 2006 - Dec., 2010 | Editorial Assistant for the journal, <i>Information Economics & Policy</i> <ul style="list-style-type: none">• Involvement in managing the journal's review process. |
| Aug., 2006 - May., 2009 | Research Assistant for Professors David Waterman, Harmeet Sawhney and Julia Fox <ul style="list-style-type: none">• Involvement in various projects: E-reserves, Violent movies, Piracy control, Old media/new media, etc. |
| Aug., 2005 - Dec., 2005 | Research Staff, Quello Center for Telecommunication Management and Law, Michigan State University <ul style="list-style-type: none">• Involvement in three projects: Future of Broadcasting, WiFi Pricing, and Mobile Pricing Projects. |

- Feb., 2005 - July., 2005 Research Assistant, Quello Center for Telecommunication Management and Law, Michigan State University
- Involvement in three projects: Future of Broadcasting, WiFi Pricing, and Mobile Pricing Projects.
- Mar., 2003 - Jul., 2003 Assistant Researcher, Institute for Media and Culture, Sogang University, Korea
- Preparation of 5 colloquia on interdisciplinary study (in collaboration with Sociology, Political Science, Economics, and Psychology)
- Sep., 1999 Interviewer
- Interviewer for the Study of National Understanding of Science and Technology, South Korea.

Grants

Office of the Vice Provost for Research Award: Grant-in-Aid (Nov, 19, 2009), \$2,395 to fund a joint research project, *Print vs. Electronic Readings in College Courses: Student learning and economic efficiency* (as a Co-Principal Investigator, with David Waterman, and Sherri Michaels).

Fellowships & Assistantships

Best Student Paper Award (2012), the Communication Law and Policy division of the International Communication Association

Tom and Jay Darragh Fellowship (Dec. 18, 2011)

College of Art and Science Travel Competition Award (Dec., 10, 2011)

Indiana University COAS Fellowship (Aug., 29, 2009)

International Services Fee Remission at Indiana University (Oct., 4, 2009)

Graduate Assistantship (2006-2011)

Travel Grant Award (2007, 2010 & 2012), International Communication Association

Indiana University Summer Fellowship (2006)

Teaching Experience

Associate Instructor (TEL-T 207, Introduction to Telecommunication Industry & Management), Spring & Fall, 2010, Indiana University.

Guest Lecturer (T 421, Economics of Communication Industry; T 570, Media Strategy – graduate level classes), 2008, 2009, 2010, 2011 & 2012, Indiana University.

Teaching Assistant for Mass Communication Theory, Communication Research Method, and Digital Media classes, Spring, 2001 – Spring, 2002, Sogang University.

Professional Experience

Editorial Assistant of Information Economics and Policy, Aug., 2006 – Dec., 2010.

Research Staff, Quello Center for Telecommunication Management and Law, Michigan State University, Fall, 2005.

Assistant Researcher, Institute for Media and Culture, Sogang University, Korea

- Preparation and management of 5 colloquia on interdisciplinary study (in collaboration with Sociology, Political Science, Economics, and Psychology)

Professional Affiliations

Telecommunication Policy Research Conference

International Communication Association

Association for Education in Journalism and Mass Communication